

FIG.1

DIRECT MARKETING SYSTEM
UTILIZING NETWORK

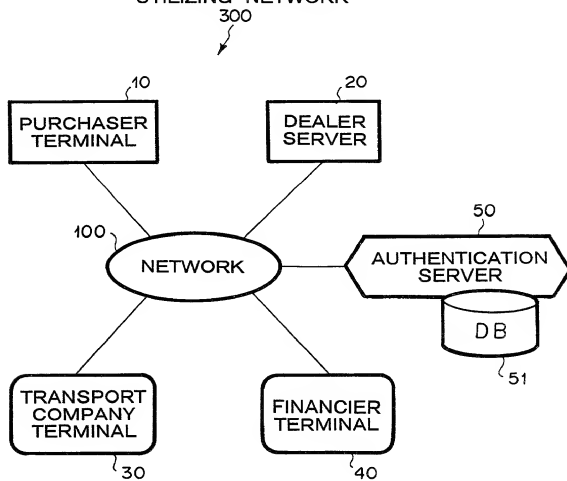


FIG. 2A

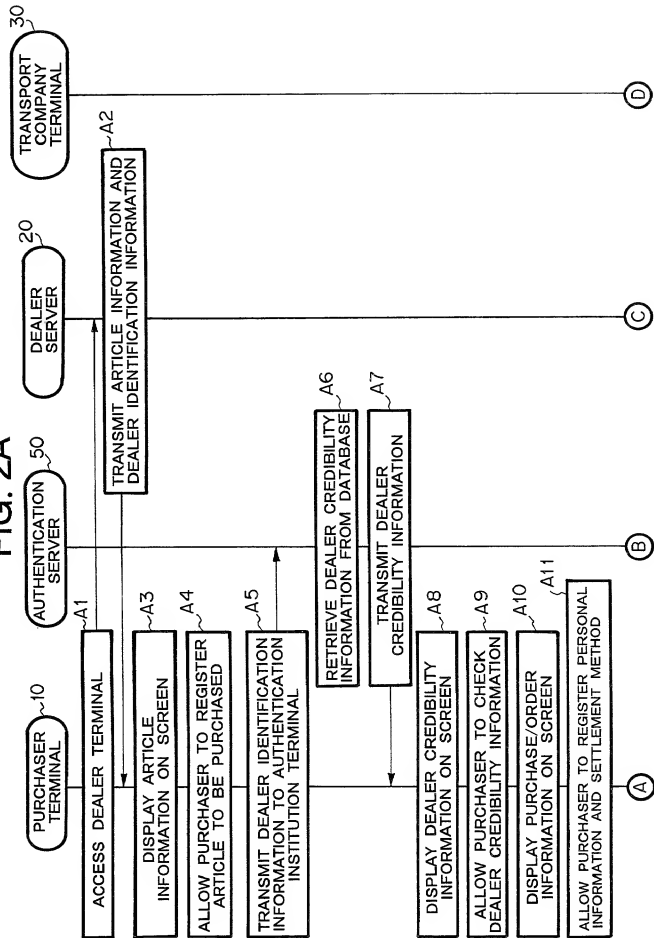


FIG. 2B

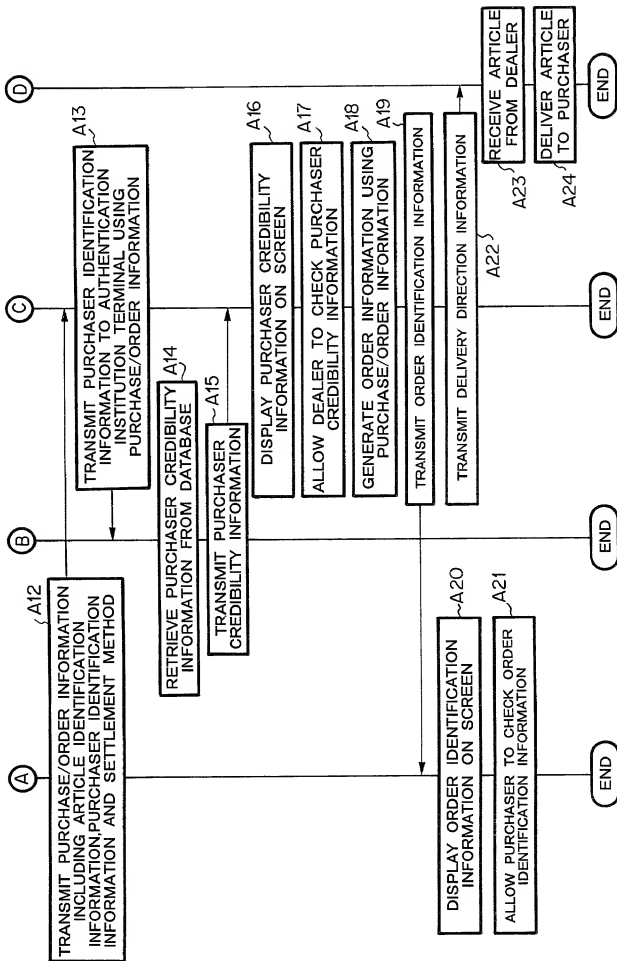


FIG. 3

ARTICLE LIST			
ARTICLE NAME	ARTICLE NUMBER	PRICE	PURCHASE
COMPACT DISC A	XXXXX1	¥2,500	<input type="checkbox"/>
COMPACT DISC B	XXXXX2	¥2,800	<input checked="" type="checkbox"/>
COMPACT DISC C	XXXXX3	¥3,000	<input type="checkbox"/>
COMPACT DISC D	XXXXX4	¥2,000	<input type="checkbox"/>
COMPACT DISC E	XXXXX5	¥2,000	<input checked="" type="checkbox"/>

CHECK CREDIBILITY
INFORMATION

TO PURCHASE
↑
PROCEDURES

FIG.4

CREDIBILITY INFORMATION		
DEALER NAME	XY DIRECT	
ADDRESS	1-2 XX CHOU CHUOU-KU TOKYO	
U R L	www.marubatsu.co.jp	
SELLING RECORDS	23,456	
NUMBER OF RETURNS	78	
DAYS TAKING UNTIL PURCHASER RECEIVES ORDERED ARTICLE	AVERAGE 3.4 DAYS	
DEALING STATUS WITH FINANCIAL INSTITUTIONS	NO PROBLEM	

FIG.5

PURCHASE/ORDER INFORMATION			
ARTICLE NAME	ARTICLE NUMBER	PRICE	
COMPACT DISC B	XXXXX2	¥2,800	
COMPACT DISC E	XXXXX5	¥2,000	
TOTAL		¥4,800	
ADDRESS		NAME	TELEPHONE NUMBER
1234 XX CHOU YY SHI ZZ PREFECTURE		XX YAMADA	0123-45-6789
PAYMENT METHOD			
<input type="checkbox"/> CASH ON DELIVERY	<input type="checkbox"/> POSTAL TRANSFER	<input type="checkbox"/> BANK TRANSFER	<input type="checkbox"/> PAY AT CONVENIENCE STORE
<input checked="" type="checkbox"/> CREDIT CARD	CREDIT CARD NUMBER	1111-2222-3333-4444	
	VALID UNTIL	2005/12	
<div style="border: 1px solid black; padding: 5px; text-align: center;">SEND</div>			

FIG.6

CREDIBILITY INFORMATION		
ORDERER NAME		XX YAMADA
ADDRESS	1234 XX CHOU YY SHI ZZ PREFECTURE	
TELEPHONE NUMBER		0123-45-6789
PURCHASE RECORDS		7
NUMBER OF TIMES OF TRANSFER IN ARREAR		1
NUMBER OF TIMES OF ACCOUNT BALANCE SHORTAGE		0
FINANCIAL INSTITUTION INFORMATION		NO PROBLEM

FIG.7

CHECK CONTENT OF ORDER

ARTICLE NAME	ARTICLE NUMBER	PRICE
COMPACT DISC B	XXXXX2	¥2,800
COMPACT DISC E	XXXXX5	¥2,000
TOTAL		¥4,800

ADDRESS	NAME	TELEPHONE NUMBER
1234 XX CHOU YY SHI ZZ PREFECTURE	XX YAMADA	0123-45-6789

PAYMENT METHOD

<input type="checkbox"/> CASH ON DELIVERY	<input type="checkbox"/> POSTAL TRANSFER	<input type="checkbox"/> BANK TRANSFER	<input type="checkbox"/> PAY AT CONVENIENCE STORE
<input checked="" type="checkbox"/> CREDIT CARD	CREDIT CARD NUMBER	1111-2222-3333-4444	
VALID UNTIL		2005/12	

OK

FIG.8
PRIOR ART

